

MISSOURI DIVISION OF TOURISM

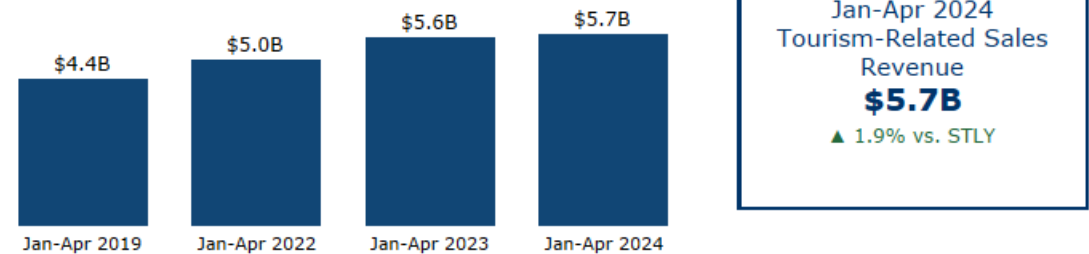
JUNE 2024 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 7/09/2024)





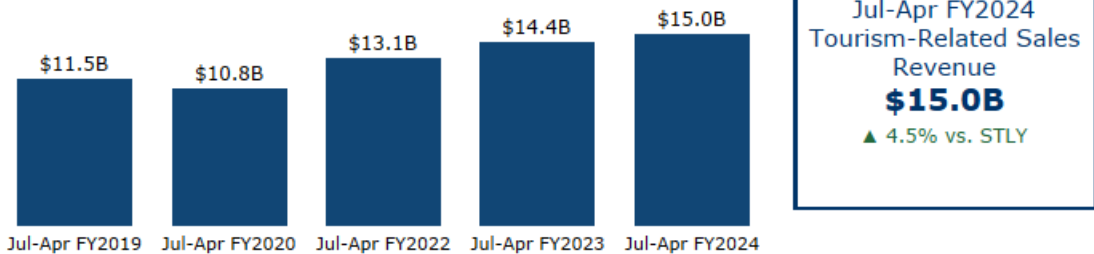
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

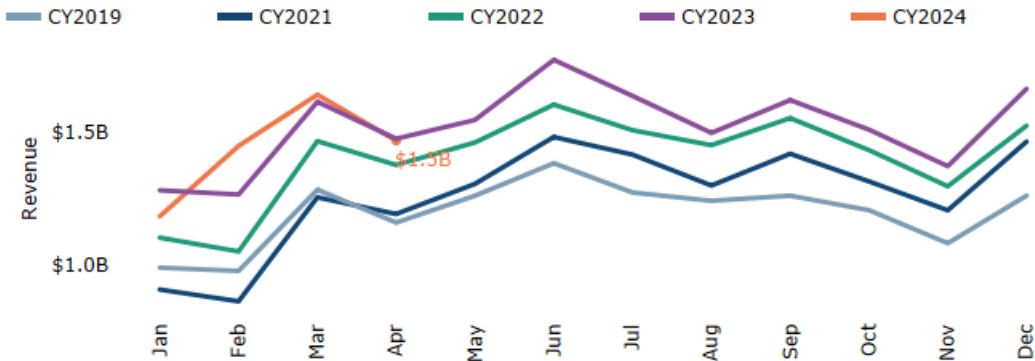


Fiscal Year-to-Date

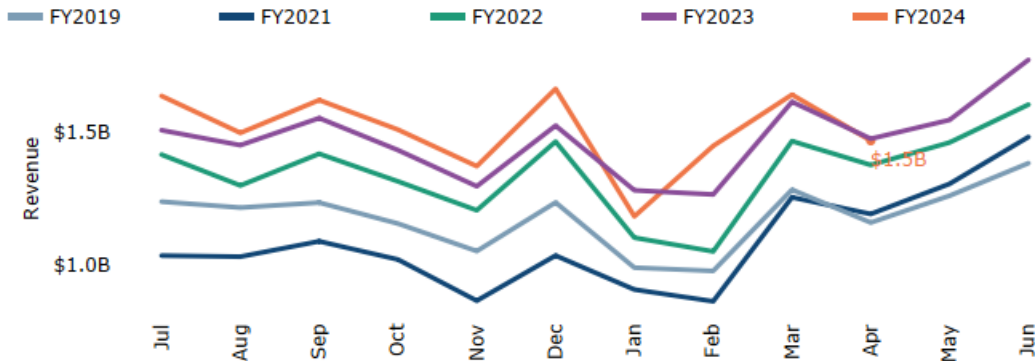
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



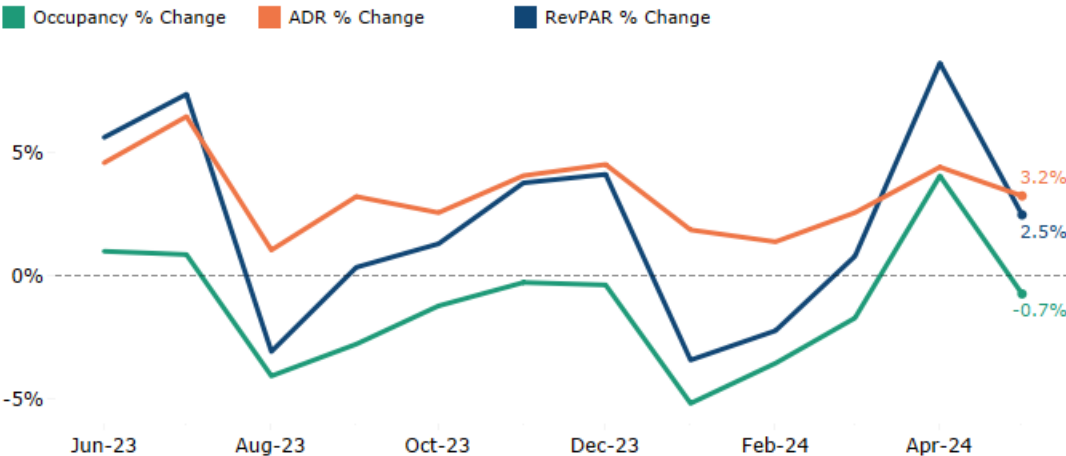
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May 2024	59.8%	\$125	\$75	3.4M	2.0M	\$251.5M
Change vs. Previous Year	▼ 0.7%	▲ 3.2%	▲ 2.5%	▼ 0.3%	▼ 1.1%	▲ 2.1%
Year-to-Date	53.2%	\$119	\$63	16.3M	8.7M	\$1.0B
Change vs. Previous Year	▼ 1.1%	▲ 3.0%	▲ 1.8%	▼ 0.1%	▼ 1.2%	▲ 1.8%

STR Monthly Lodging Trends

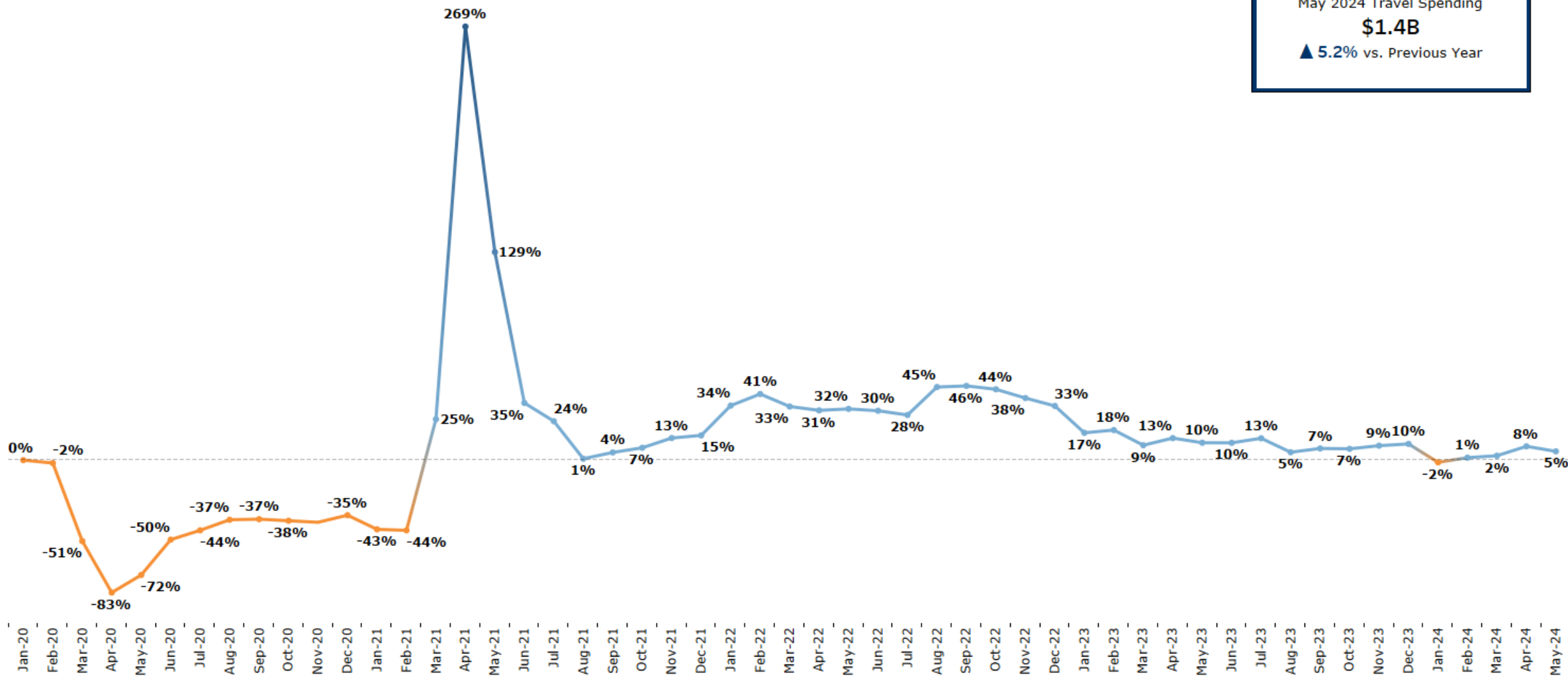
% Change from Previous Year



Source: STR
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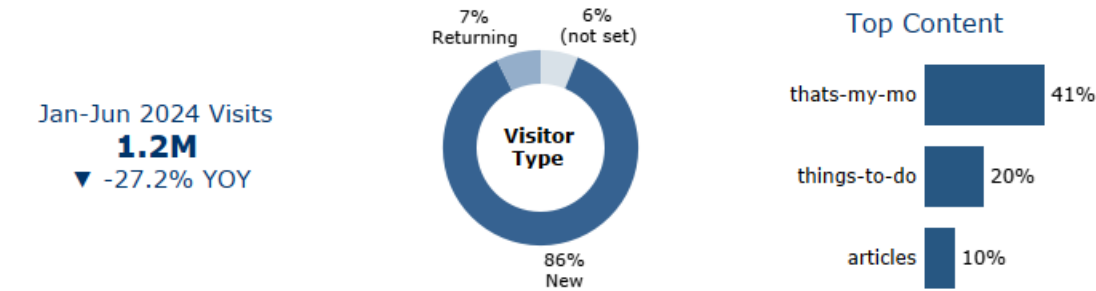
Travel Spending in Missouri
% Change from the same month in Previous Year

May 2024 Travel Spending
\$1.4B
▲ 5.2% vs. Previous Year

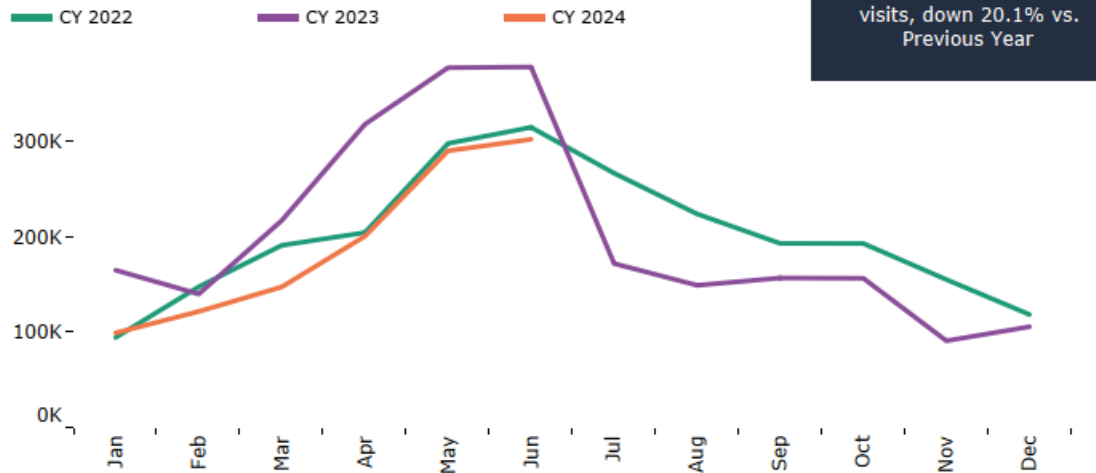




Calendar Year-to-Date



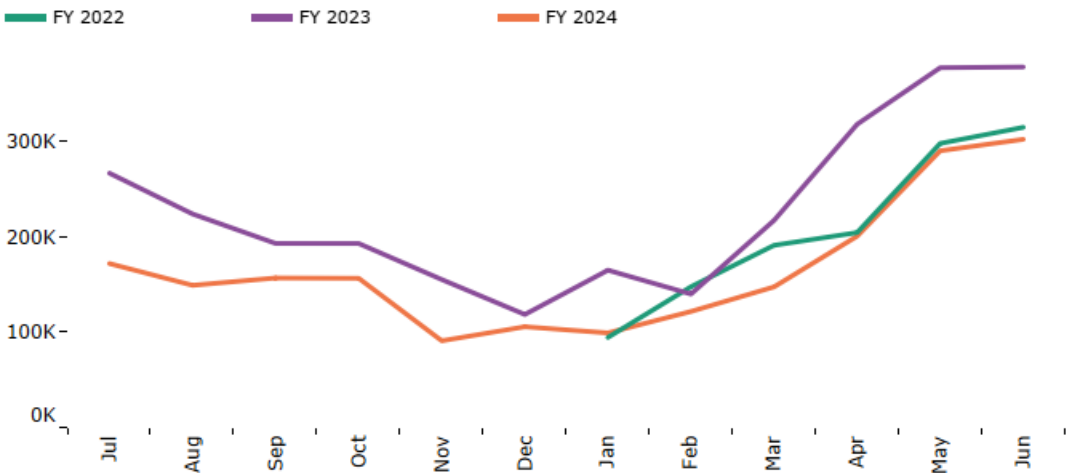
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Jun 2024
10.8K
▼ -37.5% vs. STLY

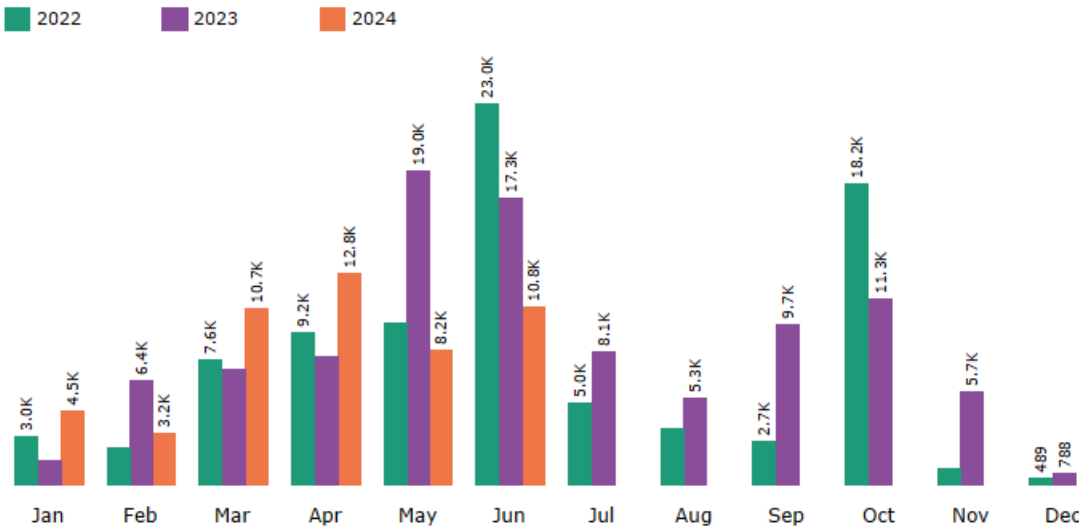
Jan-Jun 2024
50.2K
▼ -15.2% vs. STLY

Welcome Center Visits

Jun 2024
47.8K
▲ 3.1% vs. STLY

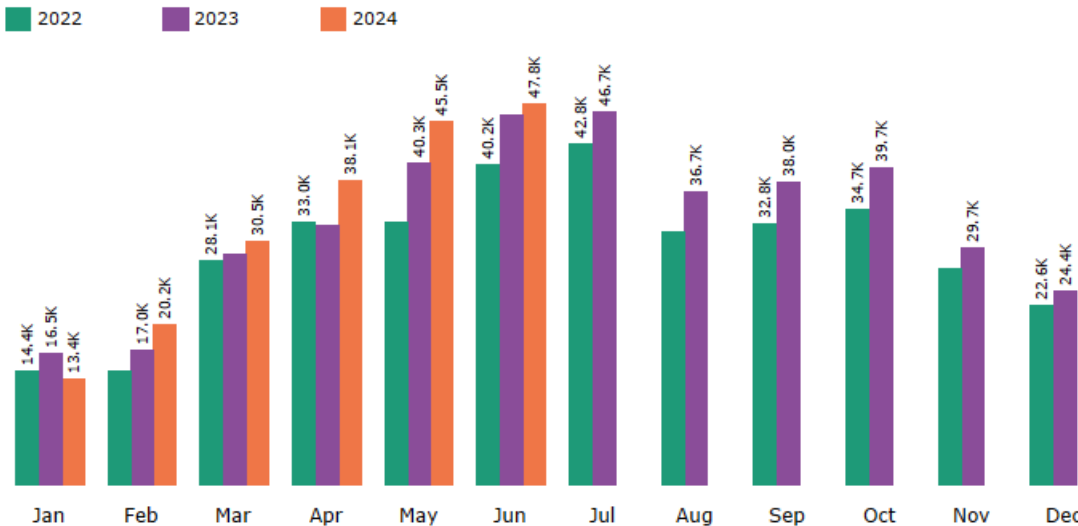
Jan-Jun 2024
195.5K
▲ 7.6% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

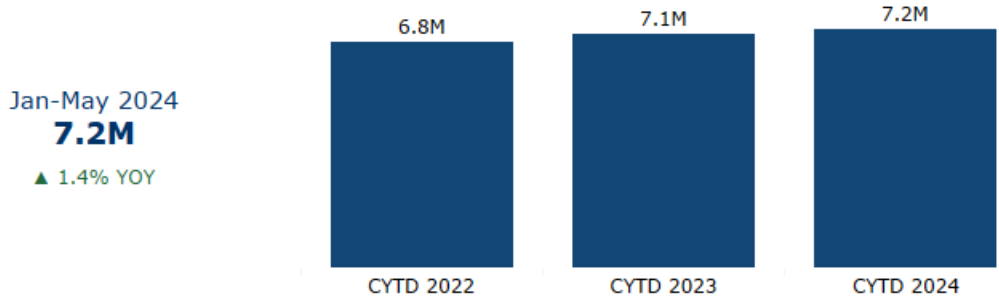


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

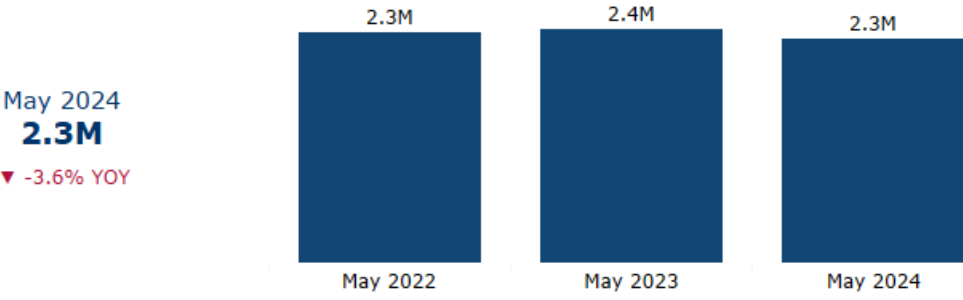
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

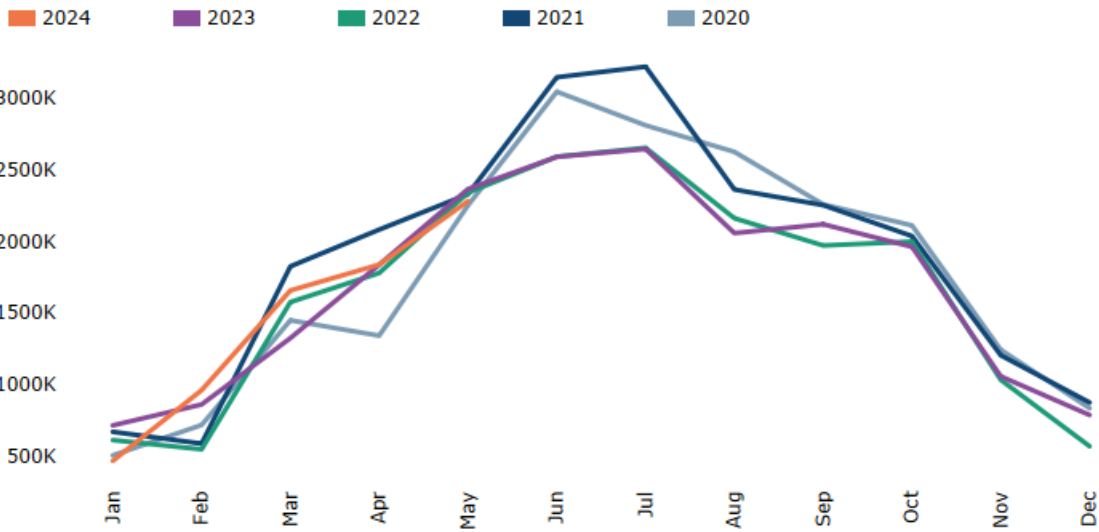


Monthly Visitation



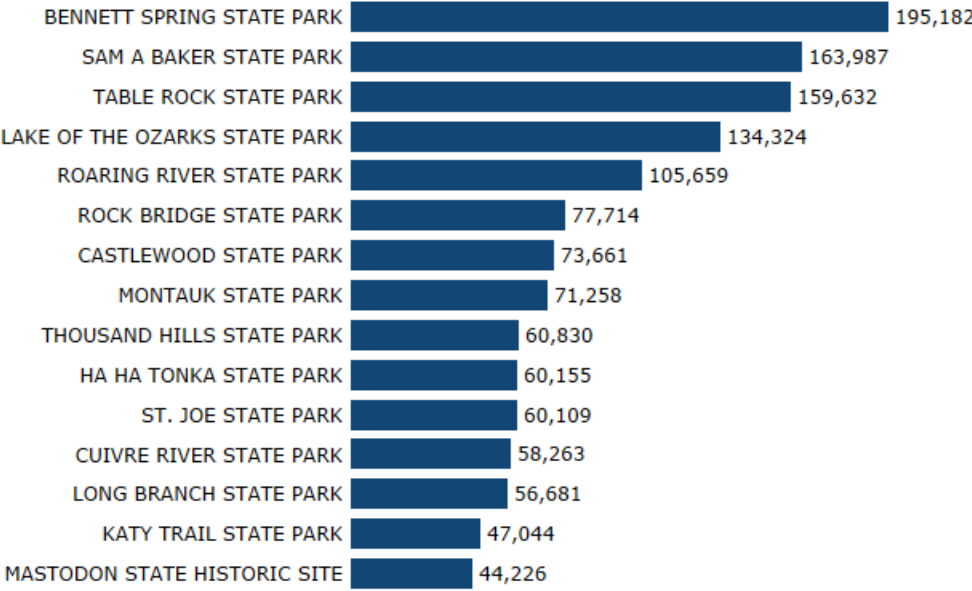
State Parks Visitors by Month

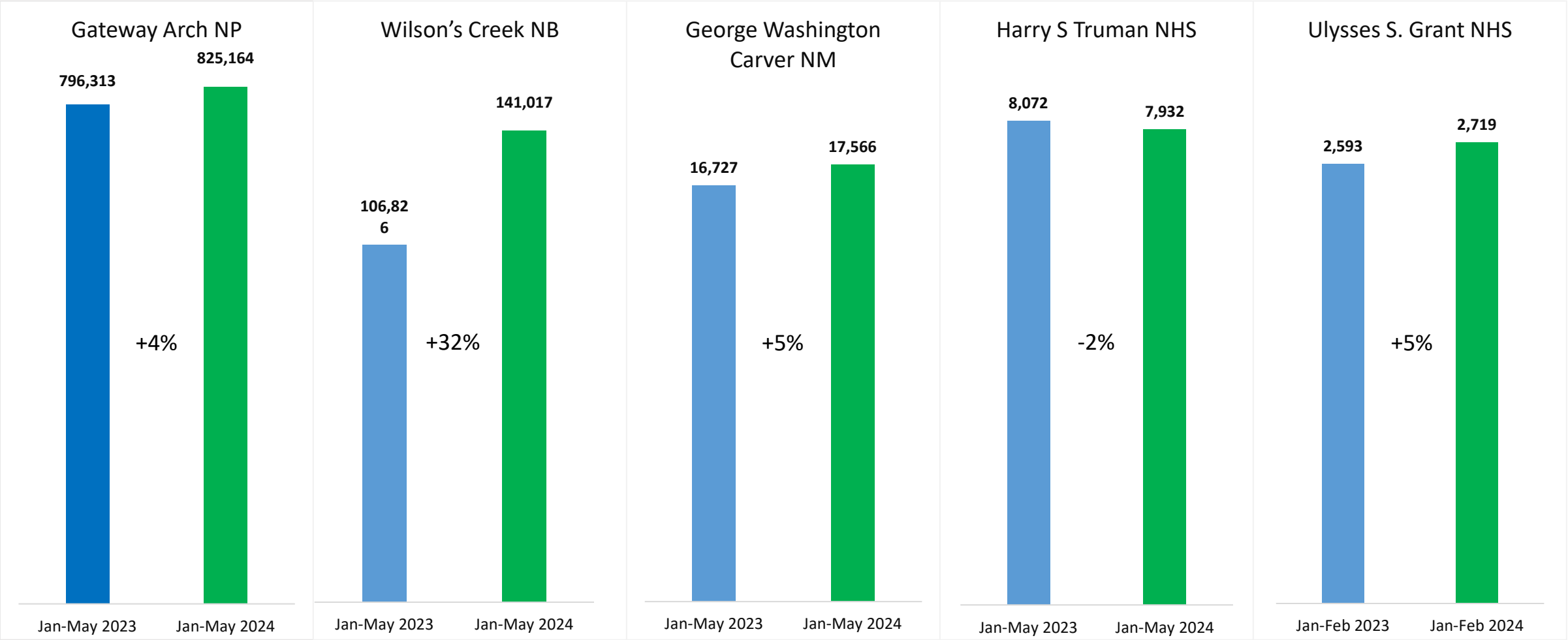
All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in May 2024





Missouri Throughput by Airport

May 2024

Month
May 2024

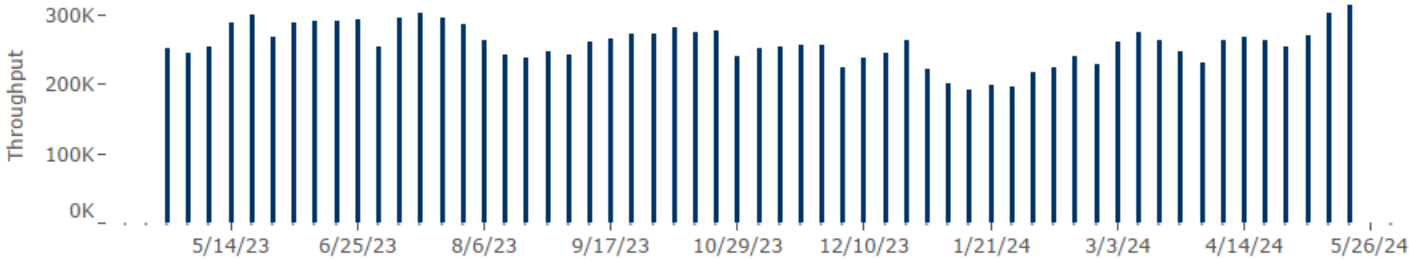
State
Missouri

Compare to
Previous Year

Report Type
Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
All Airports	17%	5%	12%	5%	8%	8%
St. Louis Lambert International	13%	4%	9%	7%	9%	10%
Kansas City International	21%	4%	14%	3%	6%	6%
Springfield-Branson National	20%	15%	22%	12%	18%	10%
Columbia Regional	11%	-4%	-1%	-7%	7%	7%
Joplin Regional	1%	0%	11%	5%	8%	4%
Cape Girardeau Regional	9%	11%	24%	8%	16%	41%
Branson Airport						
Waynesville-St Robert Regional Forney Field	50%	-30%	-16%	5%	-25%	25%
Kirksville Regional	36%	-34%	16%	22%	7%	27%

Map View of Airports

May 2024 Month, % change relative to 2023
Click on airports to sort Throughput by Week chart

